



COMMUNICATIONS COMMITTEE

The fourth ordinary meeting of the Communications Committee for the 2016/17 session, was held on Wednesday 11th October 2017 in Meeting Room 6, Beit Quad at 5.00pm.

Unconfirmed minutes

Present:	Jill Finney (JF) Jarlath O'Hara (JOH) Andrew Keenan (AK) Fred Fyles (FF) Matthew Blackett (MB) Nicholas Burstow (NB) Owen Heaney (OH) Lingru Zheng (LZ)	Lay Trustee/Communications Chair Managing Director Head of Student Voice & Experience Felix Editor Deputy President (Finance & Services) Deputy President (Education) Council Chair Student Trustee
In Attendance:	James McDonald (JM) (Clerk)	Administration Support Coordinator
Apologies:	Alex 'Chippy' Compton (AC)	Union President

	Action
Item 1 – Welcome	
1. The chairperson welcomed the Group to the first meeting of the 2017/2018 year.	
Item 2 – Conflicts of interest declaration	
1. No conflicts of interest declared.	
Item 3 – Apologies	
1. Alex 'Chippy' Compton	
Item 4 – Minutes from 8 th March 2017	
1. Minutes approved.	
Item 5 – Action Tracker	
1. Crisis Scenario – JOH states that the Union is still on the waiting list. There is currently a change of personnel within the department offering the scenario. JOH has yet to look externally for scenario providers.	- JOH to consider the option of external providers for a crisis scenario
2. Infographic – Rachel Blythe and MB discussed infographics during the handover period but did to produce one.	- MB to produce an infographic
3. Felix editor training – on agenda.	
4. Communications Committee Terms of Reference – taken to the Board of Trustees and approved.	
5. Freedom of Expression – went to the Board of Trustees to give assurance that the topic is being considered. This was a broad paper considering whether or not the Union should be more politically active. JOH and AK considered facilitating discussion around a recent campaign which is being taken forward by a liberation officer.	
6. Media Law Training – FF attended a one day training session. FF thought it was useful but felt it	- FF to investigate alternative dates and

<p>was overpriced due to it confirming knowledge he already had researched independently. FF to look into alternatives for the handover to his successor, notably having the training earlier. JOH and JF are reluctant to remove this training without an alternative.</p> <p>7. Imperial College Union as an Active Campaigner – training for Liberation Officers has taken place. There has been strong interest in a variety of campaigns, such as World Mental Health Day and a strong start to Black History Month with a sold out event with a high profile public speaker. JF desires Imperial College Union to keep a record of the success of campaigns and events across the year.</p> <p>Item 6 – Democracy, Governance and Liberation Reviews</p> <ol style="list-style-type: none"> 1. AK gives a verbal presentation 2. AK highlights there are three specific reviews where reports touch upon each other: a Liberation Review, a Governance Review and a Union Council Review 3. AK desires a strategic view on how to communicate to members for consultancy and how best to communicate the purpose of the reviews and to ensure the messages of the three reviews coincide. 4. There are no objectified goals currently. 5. NB questions whether the desire by members to participate in Governance exists. The committee decide it is about framing the question and how we deliver it. 6. FF states that an issue is making governance engaging for as many members as possible and so asking abstract questions may be better suited. 7. JF notes there is also an internal perspective with ensuring the three reviews work together and to merge work streams at some point. 8. JOH states that it is important to realise what different members are satisfied with and realise that one group's satisfaction is another's dissatisfaction. The Union currently hasn't captured what certain groups prioritise. 9. AK states that understanding what's important for some members may put the Union under mass scrutiny. 10. JF highlights the importance of consulting with the Union's membership. Despite the majority not participating, there will be people who wish to, and having open and transparent access with increase democracy. 11. FF states the need to not rely purely on focus groups as there is a need to incentivise lesser engaged students to participate. 	<p>courses for Media Law training</p> <p>- AK to keep a record on the success of campaigns and events and feedback to this Committee at the end of the year.</p> <p>- AK to scope the terms of reference for all three projects and to scope the umbrella positioning and identify how the three work streams are going to work together internally.</p>
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<p>12. JF states there needs to be an umbrella message, connected to the Strategy, to say what the reviews are and why they are being conducted.</p> <p>13. AK highlights the need to understand our membership better. Currently our demographics are drawn from the information Registry, but we have a lot of unused data on CSP membership, products purchased, halls etc that we don't utilise.</p> <p>14. FF notes not to over analyse data as he feels it often doesn't explain reasoning behind actions.</p> <p>15. JOH wishes to explore data analysis further as it breaks larger groups down further and would help the Union better understand its membership.</p> <p>16. JOH notes that it is having the resource that is preventing this data being analysed.</p> <p>17. LZ notes that there will be a project for postgraduate data analysis students that may allow student input. All the Union would have to do would prepare a brief and supply the data.</p>	<p>- AK to prepare a brief, cost and size of the data analysis project</p>
<p>Item 7 – Felix Review</p> <p>1. The Union has struggled to find someone interested in leading the Felix Review. It has been noted that this could be due to the review being too broad and too much research needed.</p> <p>2. JOH and AK are meeting Ian McGregor (President of the Society of Editors) on 12th October 2017 to discuss the review and gain advice.</p> <p>3. FF was made aware of the review by the previous Felix Editor, Lef Apostolakis, at the end of the last academic year.</p> <p>4. FF feels a lot of the core purpose and editorial and volunteer structure is down to the Editor, which changes every year. JOH questions whether this should be the case.</p> <p>5. The lack of framework around the Felix structure, including the metrics used to measure success is currently non-existent and should feature in the review.</p> <p>6. FF feels that comparing Felix to other student newspapers could be removed from the remit to reduce its size.</p> <p>7. JOH and AK will consider splitting the brief, potentially giving some to a researcher but will not commit before speaking to Ian McGregor.</p> <p>8. FF states that some work between the Union and Felix, for example outlining the editorial structure, could be completed before the review takes place.</p>	<p>- AK to report back as to how the project is to move forwarding including considering splitting the brief</p>
<p>Item 8 – Officer Trustee Communication</p> <p>1. AK wants to continue previous work on improving Officer Trustee communication.</p> <p>2. NB notes that Officer Trustee communication should be better than it currently is.</p> <p>3. MB highlights changes to how Officer Trustees present their Council Reports may make them</p>	<p>- Clerk to make Officer Trustee Communication to be a standing item</p>

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<p>more engaging as well as a blog calendar, but notes lack of time as a reason why Officer Trustees aren't communicating regularly enough.</p> <ol style="list-style-type: none"> 4. NB feels there is a lack of foresight, notably around knowing when large events and having a general feeling for when manifesto points are achieved. 5. NB also notes that potentially too many messages are communicated at once and so achievements may be missed. 6. JOH states that the Officer Trustee calendar should be merged with the Union Communications Calendar. 7. FF notes that the website doesn't have any description of each Officer Trustee role. <p>Item 9 – Internal Communication</p> <ol style="list-style-type: none"> 1. JOH notes that internal communications should be a part of everyone's role, notably telling people what each department are doing. 2. JOH and AK note there has been a significant improvement regarding internal communications over the past six months. 3. AK wishes to support staff across the Union to facilitate internal communication, taking every opportunity to embed the Strategy and Our Plan. 4. OH queries about involving student volunteers. AK notes that this will be the second phase of improving internal communication. 5. MB notes that the Officer Trustees have a plan to do a monthly email noting their successes and what they are currently working on. 6. The committee agree to put look at internal communications once a year on the work plan. <p>Item 10 – Communications Committee Effectiveness</p> <ol style="list-style-type: none"> 1. AK sent a survey to the members of the Board of Trustees and its subcommittees for feedback on each committee's effectiveness which had very little response. 2. JF notes that it is not rewarding to chair or attend a committee if members are not satisfied. 3. JOH notes that the Union could be better at sending the agenda out earlier and highlighting that any member of the committee can bring a paper. 4. AK mentions suggests a small invitation for feedback when the minutes are distributed may be beneficial. The committee agree. <p>Item 11 – Any Other Business</p> <ol style="list-style-type: none"> 1. None. 	<p>- AK to meet with the Officer Trustees and create a Communications Plan</p> <p>- Clerk to send invitation for feedback with minutes for all committees</p>
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